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# Article Submit

Are readers interested in the content you provide? You need to know what people look for in order to gain customers and keep them satisfied. When you submit articles your objectives are very clear: you target a peculiar market segment for the clear purpose of improving business. This strategy is the basic feature of article marketing. Yet, there are a few things you should be aware of before you [submit articles](#). You need to consider such issues before you begin to build any article marketing tactics you may have in mind.

Every directory has its rules and guidelines. You should submit articles only after carefully checking those. Links are a major issue here, because you should work with those directories that allow you to provide anchor text links for a higher relevance of content to your web site. Newbies make the mistake of publishing the same content on their home page as well as on article directories which leads to the so called duplicate content. The search engine penalties for duplicate content are very severe and you risk to fail approval under the circumstances.

One other major concern is the number of links that can be included in the article. Three links represent the standard number, and they are enough for good traffic. Another issue here is related to SPAM or unsolicited mail messages that often grow out of article marketing. In order to avoid exposure to such practices, do not publish your email when you submit articles. Or you can have an email account created for this very purpose.

Then, statistically speaking, if you submit articles manually, under your name and with your account, there are higher chances for these to generate really quality traffic. There is little exposure for your business when softwares [submit article](#) in some little known article directories. You should make it a rule to submit content regularly; traffic improves only if you provide fresh material on a constant basis, thus gaining more and more backlinks.

To conclude, here are the main benefits that come with article marketing. Thus, when you submit articles you gain life-time links, extensive exposure for your web page, interested visitors to your web site and you save money by keeping the use of other advertising patterns minimum. You will continue to spread the word about your company in the most efficient of ways if you continue to follow some quality standards for how you write and submit articles.

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